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Farm journal
(Philadelphia, Pa. : 1956)
The field of gold

Philadelphia

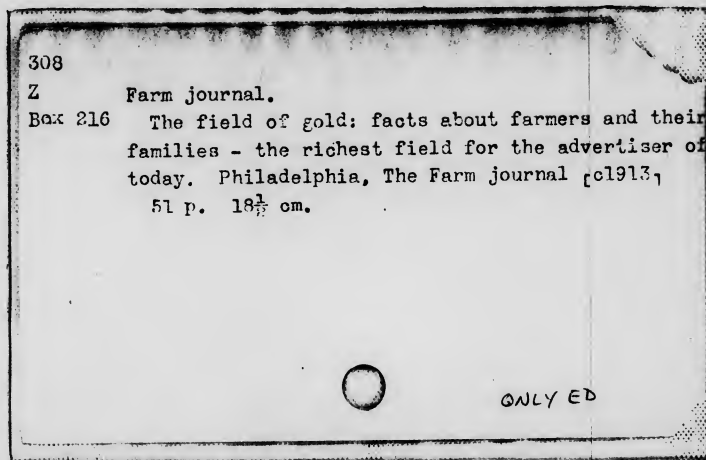
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The Field of Gold

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DIRECTOR OF THE SCHOOL OF JOURNALISM
1912-1919

The Field of Gold



The Field of Gold

facts about farmers and their
families—the richest field
for the advertiser of today

Printed for the Farm Journal, Washington Square, one of the five
squares shown on Thomas Holmes' map of Philadelphia
in 1683, and patented by William Penn,
the proprietor

Copyright, 1913
Wilmer Atkinson Co

Jan. 31, 1929 4

The Field of Gold



HE Field of the Cloth of Gold" was made famous four centuries ago by two Kings who created it to discuss the future relations of their countries. In those olden days, the victory went to the country that had the better armies; nowadays, the nation that produces the world's foodstuffs sways the destinies of its neighbors.

But no longer is the famous field in France important—what counts in this day and generation is the American farmer and his "Field of Gold."

The Field of Gold

I



HIS little book aims to tell something of country folks and their interests, and of how they may best be reached by those with goods to sell.

Your interests and ours are mutual. You seek new trade, a large selling territory, a growing market. We seek to introduce to our readers manufacturers whose goods are of the quality that will make rural folks more comfortable.

The problem is not how to arouse the farmer's interest, nor how to attract his attention, for he is keen-minded and observing enough to be always seeking new things. About all you have to do, then, is to give him a chance, by putting your story before him and telling him the facts. He will do his own thinking.

The Field of Gold

Not only does the farm family want to know about the things that are purely agricultural but interest extends to all manner of household furnishings, kitchen utensils, foods, clothing, musical instruments, educational matters, typewriters and kindred conveniences, automobiles and motor cycles, firearms, toilet preparations, winter tours and vacation trips, jewelry—yes, practically everything in which you and your family are interested.

Did you ever stop to think of the many things in which the farmer and his family are interested, articles that are advertised to city folks?

Most every farm family sleeps, and sleeps more, perhaps, than the average city family, yet who is advertising mattresses and sheets and blankets and comfortables to the farm wife?

The Field of Gold

A great many country folks write letters, and good ones, too—yet what manufacturer of dependable fountain pens is systematically telling his story to farmers?

Several million farm women buy cotton dress goods each year—yet who is describing his trade mark to them?

Most farmers and their sons wear underwear—the athletic sort, at that—yet what manufacturer is really preempting the field?

Does anyone know of stockings being advertised to farmers' families? Yet they do wear stockings!

And shoes! There is a lot of good shoe advertising being done, but have the shoe manufacturers more than begun to cultivate the biggest market this country offers?

The Field of Gold

And how about toilet preparations? With one or two conspicuous exceptions, is anything really being done to tell farm folks what this or that trademark stands for in the way of quality?

Isn't the farmer the country's greatest individual user of lubricating oils and greases? Yet which manufacturer is doing anything to make the demand his?

Do ten million farmers, not to mention fifteen million farmers' sons, wear out any appreciable number of collars every day? Well, how many collar manufacturers are being forehanded about it?

How many farmers send their boys and girls to town on Saturday for music lessons? But how much work have the player-piano folks done?

Who has the leisure, and the ready money, to take winter cruises and winter

The Field of Gold

vacation trips—who, if not the farmer and his wife? Yet who has undertaken to show them how to spend their money?

Chocolate is a real food—but do you see any chocolates or cocoas being systematically advertised to farmers?

Farm boys and girls, and the grown-ups too, love candy as much as anybody—where is the candy manufacturer who wants this big, growing, steady trade?

City folks are allowed to buy good jewelry by mail around Christmas time. How about the farmer and his family—aren't they used to buying by mail?

Is there any comparison possible between the amount of flour used in the average city home and in the average country home? Is flour being advertised today most extensively to city people or to country folks?

The Field of Gold

And kitchen utensils—isn't the country woman necessarily more of a housekeeper than her town cousin? Haven't the vacuum cleaner folks, and the fireless cooker folks, and the ice cream freezer folks, and the aluminum wear folks a big field wide open to their best endeavors?

The Field of Gold

II



Now considering the possibilities in selling to the farmer it is not always easy for the average city dweller, confronted at every turn with advertising of all sorts (electric displays, painted signs, billboards, street car cards, window displays) to realize the tremendous influence that farm paper advertising has out in the country. The farmer is not constantly distracted by a multitude of advertisements all clamoring for his attention—thus he is able to, and does, devote just that much more concentrated study to the matter set before him in his favorite publications.

For this reason, if for no other, the general advertiser who goes into the farm papers is usually greatly surprised at the hearty response which greets his announce-

The Field of Gold

ments. For the sake of maintaining this intensity of attention, The Farm Journal has always adhered to the necessity of never overcrowding its columns with advertising, of never publishing special editions, of never letting the paper grow to such a size that the reader finds he cannot comfortably read all that is set before him.*

It is perhaps a somewhat natural result of this policy that during the last thirty-six years The Farm Journal has been standardized by the goodwill of its readers, until today the things that are advertised in its columns are regarded as standard articles. In other words, now that The Farm Journal is so well standardized in the confidence of its readers it can be of direct help in standardizing your products.

Indeed it is hard to speak with sufficient

*"Unlike any other paper"

The Field of Gold

conservatism on this point. The fact is, readers of The Farm Journal depend absolutely on their paper to guard them against any error or misstatement of fact in the advertising columns*—they simply assume that if the advertising is in The Farm Journal it must be right.

FAIR PLAY

We believe, through careful inquiry, that all the advertisements in this paper are signed by trustworthy persons, and to prove our faith by works, we will make good to actual subscribers any loss sustained by trusting advertisers who prove to be deliberate swindlers. Rogues shall not ply their trade at the expense of our subscribers who are our friends, through the medium of these columns; but we shall not attempt to adjust trifling disputes between subscribers and honorable business men who advertise, nor pay the debts of honest bankrupts. This offer holds good one month after the transaction causing the complaint; that is, we must have notice within that time. Medical advertisements positively refused. In all cases in writing to advertisers say, "I saw your advertisement in THE FARM JOURNAL."

*"Unlike any other paper"

The Field of Gold

For thirty years our readers have been protected, and, as a perfectly natural consequence of this policy, any manufacturer who can secure space in *The Farm Journal** goes to our readers well introduced and well vouched for, by a friend of long standing, and while this introduction is not an essential to our advertisers, yet it is a very real help in increasing and expediting sales.

***OUR BUSINESS METHOD**

THE FARM JOURNAL gives no chromos, puffs no swindles, inserts no humbug advertisements, and does not devote one-half its space to telling how good the other half is. Its motto: No partisan politics, but farmers at the first table, no truce to monopoly, and fair play to all men.

The Field of Gold

III



UT advertising, even in *The Farm Journal*, will not perform miracles. The business which will succeed through advertising is one that would have prospered, although to very much less extent, without advertising.

If a business is built well, then it will go ahead a little each year. Add advertising, however, and the business will increase its progress, and the profits, very much more rapidly and to a very much greater extent.

The man with a good business and unlimited time never need worry about an advertising appropriation, while the man who wants his good business to yield profits in the immediate present, can wisely invest in advertising and not only secure a prompt return from his investment, but also build good-will for the future.

The Field of Gold

There is perhaps, no great class of people in this country whose good-will is so well worth having as those who live in the country. These folks remember quality long after they forget the price—for above all others the farmer is one who can be depended upon, year in and year out, for "repeat" orders.

This is clearly shown by the fact that farm papers generally show a considerably higher percentage of subscription renewals than publications which go to city dwellers—and The Farm Journal is particularly conspicuous in this respect.

Right here, in connection with the subject of subscriptions, is a good time to consider the question of income from circulation work generally—not that this of itself makes any difference to the advertiser, but that it indicates quality of subscriptions.

The Field of Gold

As is true of comparatively few other national publications, The Farm Journal is sold only by subscription—there is no newsstand edition whereby posterlike publicity is secured in large centers. Saved the expense and annoyance of newsstand work, every effort can be concentrated toward telling possible subscribers what The Farm Journal is, and how it may be obtained. No canvassing crews are maintained, expensive subscription contests are tabooed, no emphasis is laid on clubbing and installment schemes—but every effort is directed toward telling people what The Farm Journal is, and how it can help toward more comfortable living.

As a direct result of these intensive methods, The Farm Journal, although it is a national medium and although it does blanket the whole country, has the very

The Field of Gold

large proportion of its circulation in those states wherein are the best merchandising opportunities for manufacturers.*

And we want you to remember that where we can get subscriptions with most profit to ourselves† there will you also find the readiest response to your own selling efforts.

*"Unlike any other paper"

† Inquiry among circulation men will show you that The Farm Journal devotes more energy to *handling* subscriptions than to getting them—has a larger subscription handling organization than most publishers and a much smaller sales organization. This tells its own story.

The Field of Gold

IV



HERE is a big difference between The Farm Journal and almost every other agricultural publication. The Farm Journal has always figured that the farmer was a perfectly normal human being who wanted companionship and a pleasant evening's reading quite as much as he wanted a constant stream of advice and "how-to-succeed" suggestions.

So, above all else, The Farm Journal aims to be companionable and sane and always cheerful.*

The practical help is there, too, but the truth of the old adage that "all work and no play makes Jack a dull boy" is never forgotten.

We always try to be the real friend to whom the farmer and his family can turn,

*"Unlike any other paper"

The Field of Gold

sure of real companionship, real help, real interest in their affairs.

Along these lines, and for thirty-six years, *The Farm Journal* has proceeded, growing in circulation from an average edition of 12,077 in 1877 until now in 1913 the average net paid circulation is well over 800,000 for each issue.

All this is almost unanswerable proof that editorially the paper is right—for the volume of subscriptions could not be maintained otherwise. More than that, almost all subscriptions are on a long-term basis* (five years or more). We specifically agree that any subscriber who is dissatisfied can have his money back any time he asks for it, but do not average twelve such requests a year. This merely leads again to the statement that our percentage of renewals is high—higher, per-

* "Unlike any other paper"

The Field of Gold

haps, than any general magazine you will name. Moreover, five-year subscriptions cost the subscriber just as much per year as single-year subscriptions*—although every other publisher who has ever tried the long-term proposition has made very considerable reductions to secure advance payments, and even then secures a relatively small proportion of these highly desirable long-term orders.

* "Unlike any other paper"

The Field of Gold

V



HIS seems a good place to say that the way to judge the quality of the circulation of any medium is to know

- (1) its editorial policy,* and the paper's personality;
- (2) its circulation methods, and their scope; and
- (3) results secured by advertisers in many different years, and whether those advertisers have used the paper year after year.

Quality being determined, it is next necessary to know about the quantity. This, however, is merely a matter of mathematics and the publisher's integrity.

Our books and our methods have always been and always will be open to advertisers and agencies; we are willing to stand

* See Chapter XII

The Field of Gold

any test at any time, excepting sworn statements,—for we do not believe in them and have never made one.

The Field of Gold

VI



As we write there are four hundred and ninety-four agricultural publications in the United States.

The number changes with reasonable frequency, owing to the starting of new ventures and consolidations, but the total shows a slow growth from time to time.

A paper thirty-six years in the agricultural field is getting along toward middle-age, yet today *The Farm Journal* is as much a leader as ever—indeed, it is even more “unlike any other paper” now than ten years ago. Its circulation grows, its advertising grows. When there is serious thought among well-informed advertising people as to how best to reach real farmers and their families, then there is also an instinctive thought of *The Farm Journal*.

The Field of Gold

In no way can this be ascribed to circumstance or chance.

This immediate and instinctive thought is because people have learned by their own oft-repeated experience that *The Farm Journal** pays, and pays well.

*“*Unlike any other paper*”

The Field of Gold

VII



HE time when the farmer gets his paper is a factor in making for or against advertising results—just as it is with general publications.

A possible contributing reason why results are so uniformly satisfactory in *The Farm Journal* is that by a careful arrangement of its mailing schedules, *The Farm Journal** gets into circulation at a time when it can receive the undivided attention of its subscribers. This is an important consideration for advertisers. Another advantage† to remember is the early date of publication—two full weeks ahead of the first of the month with which the issue is dated.

* "*Unlike any other paper*"

† "This paper reaches subscribers from the 20th of the preceding month to the 5th of the month of issue, each getting it at nearly the same date each month—read and re-read until the new paper comes."

The Field of Gold

Another unusual fact about the advertising we print is that *The Farm Journal* depends wholly on the good-will of agencies and advertisers for its business. Without a single advertising solicitor, or a special representative of any kind except the general advertising agencies, without other solicitation than letters and an occasional circular, *The Farm Journal** naturally carries no advertising except what is sent voluntarily.

The fact that the same firms have their advertisements in *The Farm Journal* year after year is a fairly accurate indication that its use is profitable—Henry A. Dreer, the seedsman, for example, having been a continuous advertiser ever since the first issue in 1877. Indeed it is safe to say that no publication stands more frequently at the top of lists of publications which

* "*Unlike any other paper*"

The Field of Gold

produce actual business and bona fide inquiries.

With a strict censorship over its advertising columns, and entirely declining all medical, liquor and tobacco advertising, all political, promoting, mining, financial, speculative, and investment advertising, all commission house, book publishers' agents advertising—refusing all this business, *The Farm Journal** necessarily carries the cream of the agricultural advertising of the country, and indeed, in many cases, is the only farm publication used.

*"Unlike any other paper"

The Field of Gold

VIII



ANY of the smaller advertisements in *The Farm Journal* are sent directly to us by the advertiser,* but by far the larger proportion come through advertising agencies. In many cases it would be a needless complication to attempt to apply the agency system, but generally we believe there are three reasons why an advertiser, with an order of any size, should deal through an agency of integrity and ability:

(1) The agency gives selling help and advertising experience that the advertiser could not acquire elsewhere or for himself;

(2) The agency will thus push the advertiser ahead more rapidly, in a given space of time, than he could possibly go in the same time, if he were depending on his own resources; and

*"Unlike any other paper"

The Field of Gold

(3) The agency gives the advertiser its service without its costing him more for his advertising than if he did all the work himself and placed his order direct with the paper.

The Field of Gold

IX



OME folks profess to think that all advertising to the farmer must be done along mail-order lines—forgetting or overlooking the 15,835 agricultural implement dealers, the 26,106 feed and flour dealers, the 15,573 harness dealers, the 146,802 general stores.

The little cross-road store is not getting any more numerous but the stronger general stores, the hardware stores, the harness shops, the agricultural implement dealers, etc., in the towns which serve as hubs for groups of rural free delivery routes and for interurban trolley systems, are getting stronger every day.

The farmer does not buy by mail because he so loves a mail-order transaction, nor does he patronize the stores in a

The Field of Gold

neighboring town just because he enjoys going to town—nowadays he buys where he can buy best, quality and price considered. And, mind you, he regards quality and satisfaction as being quite as important as first cost.

The Field of Gold

X



N the whole, however, the process or method of advertising in *The Farm Journal* is not materially different from similar procedure in other general or farm publications.

You are trying to teach farm folks to know about a certain product, to remember its name and good points, and then to secure it for themselves—which is precisely what you would be doing if you were using *The Saturday Evening Post* or *Everybody's* or *The Woman's Home Companion* or *Printers' Ink* or *The Youth's Companion*. You want so to put your selling argument before our readers that it will gradually become part and parcel of their own thoughts—a job which requires plain English but no frills.

The Field of Gold

Another thing that is worth remembering is the disposition most folks have to forget things. Many good businesses have gradually gone down hill, both in prestige and profit, because they have been forgotten. It is a frequent experience with us to have our subscribers write to ask: "Has So-and-so gone out of business? I don't see him in *The Farm Journal* any more, but if he is still doing business I would like to buy his machine. One of my neighbors bought one and it is a good one. Please tell me if he is still in business."

Or a subscriber will say this: "Are So-and-so still manufacturing their patented——? They were in *The Farm Journal* last month but they aren't there this month and I don't want to write or ask my dealer until you say they are still

The Field of Gold

doing business. I read your Fair Play notice and I thought maybe you were not doing business with them any longer as I did not see their ad. Please tell me what to do."

These letters show CONFIDENCE in the advertiser who keeps everlastingly at it—and we venture to point out that even a small reminder advertisement, of only a few lines and of correspondingly moderate cost, will always insure the advertiser against the possibility of forgetfulness or loss of confidence on the part of Our Folks.

The Field of Gold

XI



ADVERTISING people frequently ask us about this "Fair Play" notice of ours, which, in much its present form, was first printed in 1880. The Farm Journal* was the first paper to guarantee its readers against any cash loss incurred in dealing with its advertisers. This notice was not adopted because our advertisers were weak or in any way unreliable but merely as an outward and visible evidence to the farmer that he could safely do business with those he did not know, and in this our notice has been successful, and today the general magazines are beginning to adopt this same practice.

Relatively few complaints of any kind ever get to us about advertisers, although our readers call our attention to such

*"Unlike any other paper"

The Field of Gold

trivial occurrences as the fact that catalogs are not delivered promptly, or that shipments are delayed. Last year, for instance, considerably less than one-tenth of one per cent. of our subscribers had any complaints at all. Perhaps we had altogether thirty or forty cases where the advertiser and the subscriber had worked so at cross purposes that it took a third party to untangle things. The rest of the cases were due to clerical errors, transportation delays, etc.—and please remember that over four thousand advertisements were put before well over eight hundred thousand subscribers, or over four million people.

Eight hundred complaints, of which seven hundred and sixty were clearly of a very minor nature, from four million readers—what does that amount to?

The Field of Gold

There are few individual businesses that can show so low a record, and we believe we have a right to be proud of our subscribers as well as of our advertisers, that so fine a showing is possible.

Here is the old-time and long-remembered editorial page illustration that exemplifies the Fair Play notice:



(Gentle and affectionate—considerate of petty offenders, but severe with great ones—watchful but discriminating—unchained and ready for business.)

The Field of Gold

XII



HEN you are making up a list, it matters not whether a publication is a weekly or a monthly, a fashion publication or a cooking magazine, a farm paper or an automobile journal, a newspaper or a trade journal, or is printed one size or another.

What really counts is whether the publication under consideration offers you a market. There is nothing incompatible in having your list include one weekly, one class journal, one farm paper, two women's magazines and a "standard" or two.

It used to be that lists were made up by groups or classes—this or that advertiser would use all the "standards" this year, having used all the "flat" publications the year before, and all the weeklies the pre-

The Field of Gold

vious season, and then announce that all the farm papers would get their turn the next year.

Nowadays a publication's efficiency is about all there is that needs to concern your thought.

If a given publication offers a market then it is to be considered; it if does not, then away with it.

In considering efficiency, consider also a paper's editorial policy. Here is ours:

OUR EDITORIAL PLAN

We publish the *FARM JOURNAL* for Our Folks. Our Folks, now numbering nearly four million, are all those into whose homes the paper goes—father, mother, son, daughter—all the members of the household, dwellers on farms and in villages throughout the land. Our first care is that its pages be honest and pure, and full of sunshine and hope; that it may ever help and never harm those who read it; and be a source of information, profit, comfort and encouragement to all. The good that we can do is the most potent stimulant to our endeavor, and we trust it will always remain so.

The Field of Gold

Secondly, we treat subjects in season only; we try to hit the nail on the head and not the thumb; we strive to know what to leave out as well as what to put in; that is, to boil things down; and we like a little fun as we go along, and to keep the paper young in spirit if not in years.

The Editor was born on a farm and reared at the plow-handles, and our contributors* are practical men and women who write with their sleeves rolled up, and who briefly and plainly tell the best and most profitable way of doing things on the farm and in the house, as learned from actual experience.

It is through strict adherence to this plan, in every department, that we are enabled to present much useful and acceptable information to our readers, and to retain the confidence of our many friends, in every state of the Union, from year to year, and steadily to increase the number thereof.

* Witness this paragraph:

"Contributions invited from all persons possessing gumption and knowledge, who know what's what and who can stop after they have said it."

The Field of Gold

XIII



If you are considering ways and means for reaching country people you can advantageously learn the whole story of The Farm Journal—which is in effect the only widely circulated national farm paper today,* as a complete analysis of conditions will show.

If, however, country folks are clearly not interested in your goods, don't think of *any* farm paper. Moreover, if your sales plans are such that there is no way for country folks to buy what you offer, don't consider farm papers—although, if you are willing to obtain distribution in stores where farm folks trade, you will find The Farm Journal's name one to conjure with. However, it is no more possible to "force" country storekeepers

*"Unlike any other paper"

The Field of Gold

to stock your goods by consumer advertising than it is to get a foot-hold in city department stores by the same method.

There is never a day when we are not asked searching questions about Our Folks, what they will buy, what they are interested in, how they prefer to do business, and so on.

We esteem it a part of our obligation as publishers to answer these questions insofar as we can and to co-operate in every good way with advertisers and advertising people, in their endeavors to cultivate "The Field of Gold."

This book reaffirms our previous invitations to you to use our facilities, and reiterates the fact that we especially welcome such queries as tend to show newer and better ways for distributing to the farmer the comforts and conveniences

The Field of Gold

now so generously set before those who live in the larger places, the cities and the towns.

WILMER ATKINSON CO.
Washington Square
Philadelphia, Pennsylvania

The Field of Gold

WHAT OTHERS SAY:

"We take several farm papers—eight in all—each for a peculiar quality of its own. The Farm Journal, I decided, has the following traits: It is honest, timely, brief, careful of its facts, helpful, dependable, fair to all. But other papers, I reflected, have one or another of these qualities, in varying degree.

What has The Farm Journal which they have not? Then I concluded it was something beyond all this—its tone, its spirit—that made it different. Its homely philosophy and gentle humor, its cheerful optimism, its wholesome truth-telling, its simple faith and kindly sweetness, its neighborliness to man and its friendliness to animals—these are the things that give it its own peculiar flavor—that make it 'unlike any other paper'.

"Other papers tell us the sort of food to give our cows and horses; The Farm Journal tells us the temper of mind to take into the barn yard. Other papers explain what plows to use, what fertilizers to apply; The Farm Journal brings to us the fresh smell of upturned earth, the scent of apple blossoms, the blue of sky, the shimmering green of hollow and hill. It teaches grit and gumption, humility and patience, industry and frugality, courtesy and dignity of life. It is clean and pithy, temperate, tolerant, broad minded. In a complex and highly specialized age it emphasizes the old-fashioned qualities of uprightness and sincerity, of simple living and noble thinking. It destroys the cloak of complacency in which we have wrapped ourselves; it pricks the bubble of our self esteem; and—when we are airing the faults and foibles of our neighbors—points a firm though kindly finger at the beam blinding our own eye. It makes one think of meadow grasses and new mown hay."

Cheers and encourages
W. E. J., Ellendale, Tenn.

The Field of Gold

"It has an originality, timeliness, candor and scope unapproached by any other magazine. There is also a subtle, indefinable quality about its pages which seems to defy classification, but which betokens a wholesome and refreshing

**Truth without
tedium** departure from the overworked, stereotyped, and conventional literature by which we are so frequently wearied.

"It is unique in its homely, practical, and condensed philosophy. It deals with life. It abhors shams. It abounds in a rugged, wholesome common sense. It tells of field and forum, but it brings a warm glow to our own firesides. It illumines, consoles, and inspires. It is the multum in parvo of journalism, or the truth told without tedium. Its spirit is that of the Golden Rule and its pronouncements are without partiality and compromise."

J. H., Osceola, Penna.

"You make your readers love The Farm Journal. It may be because your policy and purpose is to ever help and never harm its readers. Or it may be that its editors are naturally

**Ever help
and
never harm**

so well born and trained in the common courtesies and kindnesses of life that their paper is an inevitable expression of themselves.

"Then again one is surprised (that is, at first, until he gets used to it) to see that commercialism is not the prime motive of your business. To shed kindness, optimism and good cheer along the way seems to be as much your business as for a preacher to hew to the line, letting the chips fall where they will."

F. A. G., Corinth, N. Y.

The Field of Gold

"The special form of The Farm Journal distinguishes it from any other paper and seems admirably adapted to the purpose. The semi-magazine form is convenient to handle, there is no

**Too small
for cupboard
shelves**

temptation to use the small sheets for cupboard shelves, while the moderate size and the fact that the pages lie flat without creases render the papers well suited to a home-made method of binding, which enables us to make a year's numbers of the paper into a convenient and useful reference book. The slightly tinted paper seems more restful to the eye than glazed white paper."

C. A. H., Eva, Okla.

"Farm Journal editors have sense enough to talk with their readers in good old Anglo-Saxon English, and to use short words, at that. No other words, and no

**Words that
ring true**

other short words, are so pregnant with meaning, or so appealing to the understanding of everybody.

"These sentences, paragraphs, and articles are practical, come out of ripe experience, and ring true every time."

A. E. A., Mattoon, Ill.

"The qualities, world-vision, non-partisanship, optimism, liberality, simplicity, business thrift that distinguish Ben Franklin from any other American statesman distinguish The Farm Journal, reared in Franklin's own city of Philadelphia, from other farm papers.

"The Farm Journal has Franklin's universal interest; it breathes no sectionalism, but is typically American, mingling the hospitality of the South, the solid thrift of the East, the independent optimism of the West. It possesses Franklin's kindly humor, untinged with sarcasm."

The Field of Gold

"As Franklin gave much of the credit of his prosperity to his good wife, so The Farm Journal ever respects and uplifts the place of woman in the home. Franklin proudly told of the old wooden bowl in which he had so long eaten his supper of bread and milk. He was big enough to be unashamed of homely simplicity. So The Farm Journal makes no apologies for the farm but proudly boasts its simple joys, its honest work.

"Add to all this that The Farm Journal is thoroughly modern; yes, is ahead of its age. Long before some of our prominent magazines had put the ban on quack medicine advertisements and other fakes, it had discovered that even in the newspaper business 'honesty is the best policy,' and that 'virtue is its own reward.'"

H. H. H., Sioux Falls, S. D.

"Other papers give facts, publish numerous columns of advice, relate results of interesting experiments, but The Farm Journal does all this and more. It imparts a warm, inspiring sympathy with all phases of farm life; it shames low ideals and crooked practices by constantly, on every page, every month in the year, holding forth high ideals and exalting honorable ways of life, ever seeking

to impress the tiller of the soil with the dignity, importance and beauty of his calling. It throws a halo about the home and gives to its readers the most important teaching in the world—that the humblest home, set in God's green and growing world, may be a place of wholesome, peaceful, happy and refined living.

"Most farm papers bear the impress of a certain section of the country, but The Farm Journal has escaped provincialism, and east, west, north or south is equally welcome, instructive and inspiring to the farm family."—*J. M. T., Oswego, N. Y.*

The Field of Gold

Fair Play

"I answer the advertisements with the utmost confidence, knowing that I am protected from fraud."

M. B. Y., Clare, Mich.

"There are other farm papers very good. I do not want to disparage any of them. They all fill their peculiar niche.

Fills all the niches

But The Farm Journal fills all the little crevices of its niche, the sentiments of all kinds and classes of people, at home and abroad, in urban and suburban walks of life. It is practical without being tedious—poetical without being sentimental—spicy without being all-spice—breezy without being chaffy; optimistic, religious and original."

J. A. R., Bucyrus, Ohio

"Our Farm Journal touches the very hearts of its readers, even the most heartless and wicked, and

"Our dumb animals"

saves many a dumb beast an unnecessary night out in the storm or an uncalled-for whipping."—*O. D., Waterville, Minn.*

"The other farm papers with which I am familiar are devoted primarily to the man who specializes along some particular line of endeavor. They do not treat the myriad of little points about the small farm and rural home life as does The Farm Journal. It gives timely articles for the fancy breeder and grower, of course, but it does

The one paper for everybody

not overlook the layman on the small farm; its greatest message is to him. No other paper that I know of appeals so largely to the whole family. No matter what the age, every number has a message for him or her. Its contributors are chosen from the men and women who actually do, not merely theorize, the things that we want to know about."

W. B. K., Curwensville, Pa.

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